ORDER

167354 Order / Rev: **Orders** Alt Order #: 06345153 OBAMA 4 PRES: 60'S Product Desc: WDJT-TV-LP Estimate: 1869 Flight Dates: 09/27/12 - 10/02/12 Primary AE: Matthew Norten Sales Office: HDC Original Date / Rev: 09/26/12 / 09/26/12 Sales Region: NAT Order Type: **GENERAL GMMB Greer Margolis Mitchell** Name: Agency Cash **Buying Contact:** Billing Type: Billing Contact: Billing Calendar: Broadcast EQM/EQC Billing Cycle: 1010 Wisconsin Ave. NW Washington, DC 20007 Agency Commission: 15% Advertiser Name: Poli/Obama for President New Business Thru: Demographic: A35+ 00:15:00 Order Separation: **Product Codes:** PL Candidate Advertiser External ID: Priority: P-2 Agency External ID: Revenue Codes: AGY, POL, CAND

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	13	\$27,400.00	\$23,290.00
10/01/12	10/02/12	11	\$9,930.00	\$8,440.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	13	\$27,400.00	\$23,290.00	0.00
October 2012	11	\$9,930.00	\$8,440.50	0.00
Totals	24	\$37,330.00	\$31,730.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Matthew Norten			Start Of Order - End Of Order	100%

Order Share	Share	Total
WDJT-TV-LP	17%	\$37,330.00
Market	100%	\$219,588.24

Competitive Share	Share	Total
CABLE	0%	\$0.00
WBME	1%	\$2,195.88
WCGV	0%	\$0.00
WISN	27%	\$59,288.82
WITI	31%	\$68,072.35
WMLW-	2%	\$4,391.76
WPXE	0%	\$0.00
WTMJ	22%	\$48,309.41
WVTV	0%	\$0.00
WYTU	0%	\$0.00

Ln (Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 V	VDJT	09/30/12	09/30/12	Sun 10-1030a	SPRT	10a-1030a	1	1:00	1	\$600.00P-2	0.00 NM	1	\$600.00
				Green Bay Nation	1								
	Star	t Da <u>te</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Wee	ek: 09/2	4/12	09/30/12	1	1	\$600.00	0.00						
E 2 V	VDJT	09/27/12	09/28/12	Let's Make a Deal	9a-10€M	858a-10a	TF	1:00	1	\$200.00LUR	0.00 NM	1	\$200.00
				Let's Make a Dea	l 9a-10a								
	<u>Star</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						

Print Date: 09/26/12 11:02:06 Page 2 of 3

WDJT-TV-LP

Order / Rev:

167354

Advertiser:

Poli/Obama for President

Alt Order #:

06345153

Product Desc:

OBAMA 4 PRES: 60'S

Flight Dates:

09/27/12 - 10/02/12

Estimate:

1869

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 2 WDJT		2 09/28/12			85,8a-10a	TF	1:00	1	\$200.00 LUR		1	\$200.00
			Let's Make a Dea		B	Datin						
<u>Sta</u> Week: 09/2	<u>rt Date</u> 24/12	End Date 09/30/12	<u>Weekdays</u> TF 	Spots/Week 1	<u>Rate</u> \$200.00	<u>Rating</u> 0.00						
E 3 WDJT			Let's Make a Dea Let's Make a Dea		858a-10a	MT	1:00	1	\$200.00 LUR	0.00 NM	1	\$200.00
Star Week: 10/6	rt Date 01/12	End Date 10/07/12	<u>Weekdays</u> MT	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
E 4 WDJT		2 10/02/12	Price Is Right 10a Price is Right 10a		10a - 11a	MT	1:00	1	\$600.00P-2	0.00 NM	1	\$600.00
<u>Sta</u> Week: 10/0	rt Date	End Date 10/07/12	Weekdays MT	Spots/Week	<u>Rate</u> \$600.00	Rating 0.00						
			Y&R 11a-12p	СМ	11a - 12p	TF	1:00	1	\$700.00P-2	0.00 NM	1	\$700.00
Star	rt Date	End Date	The Young & the Weekdays	Spots/Week	- Rate	Rating						
Week: 09/2		09/30/12	TF	1	\$700.00	0.00						
E 6 WDJT	10/01/1	2 10/01/12	Y&R 11a-12p The Young & the	CM Restless 11a-	11a - 12p .·	1	1:00	1	\$700.00 P-2	0.00 NM	1	\$700.00
	t Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/0 E 7 WDJT		2 09/28/12	News at Noon	CM	\$700.00 12p-1230p	0.00	1:00	1	\$250.00P-2	0.00 NM	1	\$250.00
			News at Noon		•				.			
<u>Star</u> Week: 09/2	<u>† Date</u> 24/12	End Date 09/30/12	<u>Weekdays</u> TF 	Spots/Week 1	Rate \$250.00	Rating 0.00						
E 8 WDJT	10/01/1	2 10/02/12	News at Noon News at Noon	СМ	12p-1230p	MT	1:00	1	\$250.00P-2	0.00 NM	1	\$250.00
	t Date	End Date	<u>Weekdays</u> м⊤	Spots/Week	<u>Rate</u> \$250.00	Rating 0.00						
Week: 10/0 E 9 WDJT		10/07/12 2 10/02/12	Dr. Phil 4p-5p	CM	4p-5p	MT-~	1:00	1	\$500.00P-2	0.00 NM	1	\$500.00
04	4 D-44	Fad Data	Dr. Phil 4p-5p Weekdays	Spots/Week	Rate	Rating						
Star Week: 10/0	<u>t Date</u> 01/12	End Date 10/07/12	MT	1	\$500.00	0.00						
E 10 WDJT	10/01/1	2 10/02/12	M-F 5pm News M-F 5pm News	СМ	5p-530p	MT	1:00	2	\$140.00LUR	0.00 NM	2	\$280.00
<u>Star</u> Week: 10/0	t <u>Date</u> 01/12	End Date 10/07/12	<u>Weekdays</u> M⊤	Spots/Week 2	<u>Rate</u> \$140.00	Rating 0.00						
E 11 WDJT		2 09/28/12	Jeopardy 6p-630p 6p-630p/Jeopard		M-F 6p-630p	TF	1:00	1	\$1,400.00P-2	0.00 NM	1	\$1,400.00
	t Date	End Date 09/30/12	Weekdays	Spots/Week	<u>Rate</u> \$1,400.00	Rating 0.00						
Week: 09/2 E 12 WDJT			Jeopardy 6p-630p	CM	M-F 6p-630p	MT	1:00	1	\$1,400.00P-2	0.00 NM	1	\$1,400.00
<u>Star</u>	t Date	End Date	6p-630p/Jeopard	Spots/Week	Rate	Rating						
Week: 10/0		10/07/12	MT Wheel of Fortune		\$1,400.00 M-F 630p-7p	0.00 TF - -	1:00	1	\$1,500.00P-2	0.00 NM	1	\$1,500.00
E 13 WDJT	09/2//1	2 09/20/12	630p-7p/Wheel	OOOD-ARIVI	101-1 030p-7p		1.00	•	41,000.00 1			* 1,
	t Date	End Date 09/30/12	<u>Weekdays</u> TF	Spots/Week	<u>Rate</u> \$1,500.00	Rating 0.00						
Week: 09/2 E 14 WDJT			Wheel of Fortune 630p-7p/Wheel		M-F 630p-7p	MT	1:00	1	\$1,500.00P-2	0.00 NM	1	\$1,500.00
	t Date	End Date 10/07/12	Weekdays MT	Spots/Week	<u>Rate</u> \$1,500.00	Rating 0.00						
Week: 10/0 E 15 WDJT			Tu 8p - 9p	CM	Tu 8p - 9p	-1	1:00	1	\$3,000.00LUR	0.00 NM	1	\$3,000.00
Star	t Da <u>te</u>	End Date	NCIS: Los Angele Weekdays	Spots/Week	Rate	Rating						
Week: 10/0	1/12	10/07/12	-1	1	\$3,000.00	0.00	4.00		#C 000 00D C	0.00 1	4	46 000 00
E 16 WDJT	09/27/1	2 09/27/12	Th 8p - 9p Person of Interes	CM t	Th 8p - 9p	1	1:00	7	\$6,000.00P-2	0.00 NM	1	\$6,000.00
Star	t <u>Date</u>	End Date	Weekdays	Spots/Week	Rate	Rating				I		

Print Date: 09/26/12 11:02:06 Page 3 of 3

Order / Rev:

167354

Advertiser:

Poli/Obama for President

Alt Order #:

06345153

Product Desc:

OBAMA 4 PRES: 60'S

WDJT-TV-LP

Flight Dates:

09/27/12 - 10/02/12

Estimate:

1869

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Spot	s Rate Pri	Rtg Type	Spots	Amount
E 16 WDJT	09/27/1	2 09/27/12		CM	Th 8p - 9p	1	1:00	1 \$6,000.00P-2	0.00 NM	1	\$6,000.00
			Person of Interes	t							
	art <u>Date</u>	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09		09/30/12	1	1	ψ0,000.00	0.00					
E 17 WDJT	09/28/1	2 09/28/12		CM	Fri 7p - 8p	1	1:00	1 \$4,800.00P-1	0.00 NM	1	\$4,800.00
_			CSI: New York			B. (1					
	art Date	End Date	<u>Weekdays</u> 1	Spots/Week	Rate \$4,800.00	Rating 0.00					
Week: 09		09/30/12		CM	7p - 8p	1	1:00	1 \$6,000.00P-2	0.00 NM	1	\$6,000.00
E 18 WDJT	09/30/1	2 09/30/12	The Amazing Ra		7p - op	1	1.00	1 φ0,000.001-2	O.OO INIVI	'	ψ0,000.00
C+	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
<u>عاد</u> Week: 09		09/30/12	1	1	\$6,000.00	0.00					
			M - SU Late News	s CM	10p - 1035p	TFSS	1:00	1 \$1,500.00P-2	0.00 NM	1	\$1,500.00
2 10 11001	00,2171	2 00/00/12	M-Su 10p-1035p								. ,
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09		09/30/12	TFSS	1	\$1,500.00	0.00					
E 20 WDJT	10/01/1	2 10/02/12	M-F Late News	СМ	10p-1035p	MT	1:00	1 \$1,500.00P-2	0.00 NM	1	\$1,500.00
			M-F Late News							ì	
Sta	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 10/	/01/12	10/07/12	MT	1	\$1,500.00	0.00					
E 21 WDJT	09/27/1	2 09/28/12	Letterman 1035p-	•	1035p-1135p	TF	1:00	1 \$200.00P-2	0.00 NM	1	\$200.00
			Letterman 1035p	•	_						
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		09/30/12	TF	1	\$200.00	0.00	4.00	4 #4 000 00D 3	0.00 NIM	1	\$4,000.00
E 22 WDJT	09/30/1	2 09/30/12	NFL Early Game I	RegulasPRI	NEL Early G	ame	1:00	1 \$4,000.00P-2	0.00 NM	'	\$4,000.00
			NFL Early Game	D	Dete	Rating					
Sta Week: 09/	rt Date	End Date 09/30/12	Weekdays 1	Spots/Week	Rate \$4,000,00	0.00			J		
		******				Sat 11⊢1-	1:00	1 \$250.00P-2	0.00 NM	971	\$250.00
E 23 WDJT	09/29/1	2 09/29/12	SEC Afternoon G		(2:00 PM-5:0		1.00	. 4200.001 2	5.00	06.	
Cło	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
<u>318</u> Week: 09/		09/30/12	1-	1	\$250.00	0.00					
**************************************							·		Totals	24	\$37,330.00
											,